

# Rewards Program

Howden Connect  
powered by Strive

Turn engagement into impact and benefits into real-world value.

## ✓ A Rewards Mall Built Right Into the App

Howden Connect's mobile app features a fully integrated, customizable Rewards Mall, where employees can turn points into meaningful rewards they actually want.

Employees can redeem points for:

- 🎯 Gift Cards (Amazon, Visa, Mastercard, airlines, restaurants & more)
- 📱 Tech Gadgets & Electronics
- 👗 Fashion, Wellness, and Lifestyle Items
- ❤️ Personalized Picks Based on Interests

## ✓ Give Employees the Power of Choice

Say goodbye to generic swag bags and one-size-fits-none gifts. With Howden Connect, employees choose what motivates them creating stronger buy-in and lasting value.

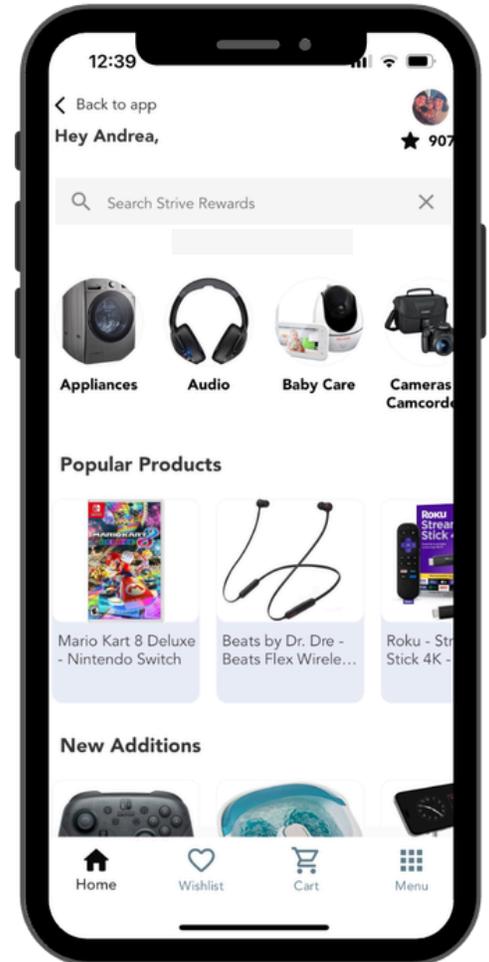
Reward participation in:

- Peer-to-peer recognition
- Wellness challenges
- Birthdays, work anniversaries & holidays
- Company initiatives, milestones & engagement goals

## ✓ Customizable to fit Your Culture

The Rewards Mall is built for flexibility:

- Tailor item categories to your team's interests
- Set your own budget and redemption rules
- Align rewards with program goals and core values
- Allow employees to build a wishlist and work toward what they really want



## ✓ Earn Points Through Every Howden Connect Experience

Employees earn points by:

- Participating in wellness and benefits challenges
- Recognizing and being recognized by peers
- Hitting key milestones and company-set goals

Everything's tracked, earned, and redeemed - all within the Howden Connect app.

Ready to turn your benefits strategy into something your employees actually use and love?

Let's build your custom rewards experience.

